

75-7334/14

14 JUL 1975

The Honorable Leo Cherne
589 Fifth Avenue
New York, New York 10017

Dear Leo:

Thank you very much for your thoughtfulness in sending along your note of 9 July. I certainly had no problems with the "Mr. Colby" and actually took no notice of it. I am moved and appreciative, however, that you were so sensitive as to write again about it.

On the basic letter, please let me thank you for your positive comments about our product. From a critic as qualified as you, this is high praise indeed. The problem of stimulating an appreciation of the quality of our output by our customers, however, is one that has long troubled us. Part of the difficulty, I suspect, lies in the necessity that we classify our material, which slows down its dissemination and handicaps it in competition with the output of the normal commercial press. Another aspect of the problem, of course, is the competitive bureaucratic arena to which you refer. This involves separating our analytical product from a feeling of bureaucratic competition with our reporters. The real answer, of course, is education of our customers, plus an extension of the "Community" concept so that all our efforts are understood as a common effort rather than competing ones.

Thanks again for both letters. You have been a great stimulator and supporter of efforts to improve economic intelligence, and I look forward to more of your ideas in the future.

Sincerely,

W. E. Colby
Director
EW

WEC:blp:jlp (14July75)

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